



Course Contents

Off-the-Chart Results

Sales Cycle-Management[®]

1. PROSPECTING

- Psychology of Prospecting
- Prospecting Campaigns
- Telephone/Voice Mail Return
- Warm Call Referral Prospecting
- Dealing with Indifference

2. QUALIFYING

- The "Big Five" Qualifiers
- Categorizing/Organizing Leads
- Buying Influencers
- Sales Funnel Stages for Advancing
- Developing Buying Interest

3. BUILDING RAPPORT

- Greetings and Introductions
- Business Etiquette and Customer Care
- Building Trust and Respect
- Confidence in Any Situation
- Building Positive Relationships

4. QUESTIONING

- Introduction to STeR Questions
- Pinpointing Needs
- Finding Problems
- Building Needs
- Questions that Sell for You

5. LISTENING

- Authentic Listening
- Increasing Concentration
- Building Curiosity
- Gaining Clarity
- Critical Listening

6. PRESENTING/RECOMMENDING

- Planning Persuasive Presentations
- Preparing Presentations that Sell
- Practicing for Perfect Delivery
- Presenting with Impact
- Avoiding Mistakes and RX for Anxiety

7. INFLUENCE TECHNIQUES

- Appropriate Use of Power
- Six Influence Techniques
- Getting Others to Follow Your Lead
- Influencing Change
- Credibility: Maximizing Core Influence

8. NEGOTIATION SKILLS

- Intro to Negotiation and Strategy
- Planning Effective Negotiations
- Opening Win-Win Discussions
- Exploring Win-Win Alternatives
- Reaching Agreement and Tactics

9. RESOLVING CONCERNS

- Psychology Objections & Concerns
- Preventing Objections & Concerns
- Steps for Handling Objections
- Resolving Objections Scripts
- Resolving Concerns in Large Sales

10. CONFIRMING/CLOSING

- Psychology of Confirming Sales
- How to Ask for the Business
- Increasing Closing Ratios
- Confirming Different Buyer Styles
- Getting to Yes

11. FOLLOWING THROUGH

- Upselling Opportunities
- Preventing Buyer's Remorse
- Email Etiquette Follow Through
- Customer Feedback and Satisfaction
- Keeping Customers for Life

12. BUILDING REFERRALS

- Psychology of Building Referrals
- How to Ask for Referrals
- Quick-Results Referral Techniques
- Strategic Referral Techniques
- Networking Your Way to the Top



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Off-the-Chart Results

Sales Self-Management[®]

1. PRODUCT KNOWLEDGE

Product & Procedural Knowledge
Competitive Knowledge
Building Credibility
Developing Expertise
Industry Trend Resource

2. CONTACT MANAGEMENT

Customer Relationship Management
Sales Force Automation
CRM Implementation
Customer Experience Management
Managing Customer Expectations

3. TIME MANAGEMENT

Effectiveness: Missions/Goals
Efficiency: Organization/Paperwork
Scheduling Smarts
Finding Hidden Time
Maximizing Productivity

4. RESPONSIBLE INITIATIVE

Personal Leadership
Initiative for Responsible Results
Achieving Results with Others
Personal Accountability
Overcoming Obstacles

5. COACHING/MENTORING

Getting the Right Help
Mentoring Peers
Coaching Peers
Self-Coaching
Giving and Receiving Feedback

6. CAREER DEVELOPMENT

Overcoming Workplace Barriers
Assertiveness
Meeting Skills
Conflict Management
Moving Up the Ladder

7. PROBLEM-SOLVING

Early Problem Recognition
Creative Problem-Solving
Defining Problems Accurately
Confident Decision-Making
Crisis Resolution

8. ETHICS

Introduction to Ethics
Employee Ethical Responsibilities
Ethical Dilemma Decision-Making
Ethical Problem-Solving
Leading Ethical Conduct

9. STRESS MANAGEMENT

Stress for Success
Stress Management Techniques
Resiliency
Balancing Home and Career
Preventing Job Burnout

10. REWARDS/RECOGNITION

Giving Rewards and Recognition
Self-Appreciation
Appreciative Inquiry
Customer Appreciation
Empowered Compliments

11. CRITICAL THINKING

Introduction to Critical Thinking
Managing Deception and Fallacies
Persuasive Arguments
Checklists for Rational Decisions
Optimal Understanding: Explanations

12. PROJECT MANAGEMENT

Intro to Project Management
Project Definition
Project Planning
Project Implementation
Project Closure